

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Kazuhiro ISHIDA  
Title: ADVERTISEMENT SYSTEM  
AND ADVERTISEMENT  
DISPLAY METHOD  
Appl. No.: 10/077,765  
Filing Date: 02/20/2002  
Examiner: Alvarez, Raquel  
Art Unit: 3688  
Confirmation Number: 3462

**STATEMENT OF SUBSTANCE OF INTERVIEW**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In accordance with 37 C.F.R. § 1.133, submitted herewith is a record of the substance of the telephonic interview on November 18, 2010, between Examiner Alvarez and Justin Sobaje, attorney for applicant, regarding the above-captioned application. This statement is being submitted within one month of the mailing date of November 23, 2010, of the Interview Summary and is therefore a timely response.

During the interview, claim 34 of the present application and the Nakamura reference (U.S. Patent No. 5,987,424) were discussed. The Examiner indicated that the claims should be amended to specify that the registration request and the cancellation request are requests to register or cancel on the spot. The Examiner indicated that such amendments would overcome the Nakamura reference.

Respectfully submitted,

Date: December 9, 2010

By: /Justin Mark Sobaje/

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